

Local Weather

Maximum, 74; minimum, 45 degrees.
8 a. m., 54° southwest winds partly cloudy.

Vol. 9, No. 27

The Evening Herald

Albuquerque, N. M., Monday, April 1, 1918

New Mexico Weather

Generally fair tonight and Tuesday; not much change in temperature.

Price Five Cents

GERMAN PUSH IN NORTHERN FRANCE HALTED; RESOURCES IN MEN AND MATERIAL DEPLETED

Announcement

The Central Printing company has been purchased from the Evening Herald, Inc., the print and business of the Albuquerque Evening Herald, together with its old printing plant and business. The new owners will continue publication of the Evening Herald as an afternoon daily, and also will continue the commercial printing business.

Managing officers of the Central printing company are Tom Hughes, president; H. B. Heining, secretary and treasurer; George S. Viallant and A. A. Allen, for the past four years connected with the business, will continue in their respective positions. Mr. Viallant as business manager and Mr. Allen as superintendent of the printing plant. There will be no changes in present employees, although additions to news and business departments will occur.

On or about May 1st, the plant will be moved to the new, five story Herald building at Third and Copper Avenue. At the same time new mechanical equipment will be added which, together with the new building, will give the Herald not only the most attractive but the most efficient printing and publishing plant in the entire southwest. Building and equipment will permit the Herald to meet every requirement of the newspaper field. The enlarged commercial printing plant will enable the company to produce printing of every class with speed and satisfaction and at the lowest possible cost. When installed in the new building other improvements in the newspaper, in the character and scope of its news service and distribution will be carried out. Until that time there will be no interruption in the usual daily service of the newspaper, nor in the operation of the commercial printing business.

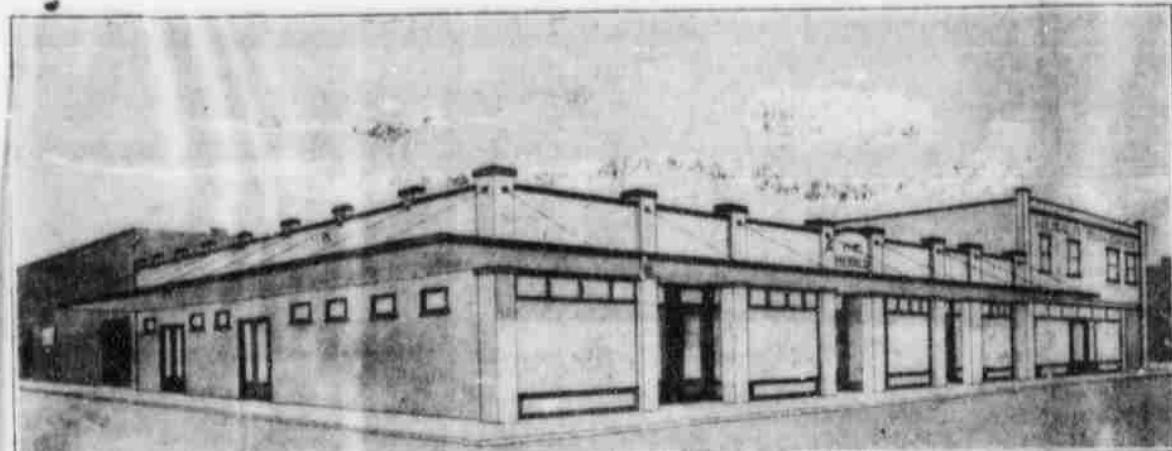
The fact that a state election occurs this year has given rise to an inaccurate statement that the new company has been formed to conduct the Evening Herald as a partisan republican newspaper. Both democrats and republicans are included among those interested in the Central Printing company. Few of them have taken any active part in partisan politics. Without exception they have become interested in the new company wholly on a basis of business; investing in a printing and publishing business from which they expect to derive a profit. The company has no political friends to serve and no political enemies to punish. It has no political cause to support except that of honest, constructive local and state government and its sole policy in political matters will be to follow such course and to support such policies and such men as it believes most likely to produce the kind of government.

The Evening Herald, with this issue, becomes politically independent. The fact that the newspaper is not independent of partisan allegiance is evident to all who are interested in a business enterprise that nationally party lines and issues as we have understood them in the past must give place to the issue in the minds and hearts of all Americans—the winning of the war; as that in local and state affairs character and ability can and will do more than a party label to bring about conservative policy and practice in public business.

Further than this the Herald will follow one general policy and every officer of the company and its officers and employees will be directed toward following that policy faithfully; that the newspaper shall first in service and first in reliability. There is not room in New Mexico for a newspaper which will be statewide not only distribution but in news service and energetic and intelligent effort for advancement of the state and all industries and resources. The Herald under this ownership proposes to produce that kind of newspaper as are prepared to do whatever may be necessary to do it thoroughly and well.

It is not expected that the newspaper will reach its growth or at its ideal standard overnight. Our study of the field, however, lead firmly conviction that it will support generously the kind of newspaper company proposes to develop. If that conviction is justified the company will prosper and earn a profit for those sincere while furnishing to you as an individual reader and as an individual vertex more in value than the vice costs you a newspaper on a news and editorial statement you absolutely rely. Upon this basic Central Printing company asks to the Herald the emphatic, active support and support of the people of Albuquerque and New Mexico and to earn that approval and support.

Further announcements will be made in the form of improvements in the appearance and service of the Herald and in its daily value to you newspaper. Some of these improvements will be made at once. It must be delayed until the place has been moved into its new home.



NEW HOME OF THE EVENING HERALD

At Third Street and Copper Avenue—To Be Occupied May 1

and new equipment is available into newspaper service and you will be offered instead of a chance on some article you do not need or want a newspaper which will give you every detail of the war and its conduct and movement at home and abroad; the news of New Mexico and

the world the day it happens.

The only favor the Herald asks is that its new ownership is a fair trial of this new Herald service. The merit of the service and its value to you will do the rest.

3000 GERMANS CUT DOWN BY BRITISH IN SUNDAY'S FIGHTING ON THE SOMME

(By Associated Press)

British Army Headquarters in France, Sunday, March 2.—The twenty-four hours continued unfavorable to the aggressive Germans along the British section of the new battlefield and was a strikingly good period for the defenders. This morning the British were holding their entire line with strength and they had smashed unceasing heavy German attacks at various points and had taken the initiative at several places successfully.

The most intense fighting continued south of the Somme in the zone where the French have been making such a gallant stand. The outstanding feature of the conflict on the northern end of the front is that the British again have killed a great number of the enemy, high, despite its harsh sound, is what will end the war.

Tonight the British initiated a forward movement about Fromelles, west of Arras. They launched a most violent attack at 2 o'clock this morning and though it was anticipated that they would suffer a series of reverses, the British were compelled to advance and to retire with large casualties.

Advance Against Cavalry.

A little later the enemy again put down a tremendous bombardment between Warlencourt and the Somme and after two hours of terrific gun fire advanced in masses. They came against our cavalry and met a similar fate, the British line remaining intact.

The occasion of the address to the British army "entertainment" being held at Baltimore, to stimulate interest in the loan drive. Secretary Bryan will speak at the "entertainment" tomorrow night and during the next few weeks the speakers will include various officers and diplomats representing the allied governments.

Attack Costly For the Huns.

One of the most costly attacks the enemy attempted yesterday was between Marœuilcourt and the Somme where a heavy assault was made during the afternoon shortly after noon.

The attackers came forward in masses and the British threw themselves against the advancing line so fiercely that the Germans were hurled back leaving three thousand dead.

The British operations at Lessay, a mile south of Heudreville, between Arras and Albert yesterday afternoon which resulted in strengthening the British line, was a brilliant success. The Germans were pushed back with heavy casualties and British losses returned with 200 prisoners.

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In this gallant force were including American railway engineers who in the battle of Cambrai last November threw aside their tools and took up arms in defense of the allied cause.

It was last Tuesday afternoon at a critical moment when it was absolutely necessary that since troops should be thrown into the British line to hold the onrush of Germans. Reinforcements were on the way but could not arrive in time. There was no time to lose and a certain general immediately organized a force collected from the various units nearby in which were the Americans.

Sample of Fighting Spirit.

Fifteen hundred followed the lead of their dashing brigadier out into the swaying battle line where they were strong over a front of 1200 yards against which hordes of Germans were flung. It seems almost inconceivable that the defenders broke under death though they were, could have been able to hold that long sector, but they held. The enemy advanced in force and hurried themselves into and against the British line in this region, but they found no weak spot. This composite force stood as gallantly as well as their comrades to the right and to the left. They stood on for many hours until the regular army came up. This is a sample of the fighting spirit which allied soldiers are showing in this time of stress.

Aerial Mail Service.

St. Louis, Mo., April 1.—Postmaster General of St. Louis announced today that the postoffice department had approved his plan for aerial mail service between St. Louis and Chicago. The British attacked in force across the British line between Warlencourt and Marœuilcourt, which opened an uncomfortable situation for the defenders.

Saturday the British decided to attempt to restore the lines, and early in the morning sent out for the purpose of recapturing the wood and re-establishing the positions north of Marœuilcourt. There was not a hitch in the program. The troops swept through the forest like a winter snow storm, and forced the enemy to fall back, not only here but farther to the north.

North of the line the enemy yesterday morning attacked in force and the British line between Warlencourt and Marœuilcourt, which opened an uncomfortable situation for the defenders.

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